

Donald L. Hollowell Pkwy Redevelopment Plan  
Market Analysis; Issues & Opportunities in Housing & Economic Development  
Meeting Summary  
August 28, 2003

## **INTRODUCTION**

- The meeting began at 7:00pm.
- A representative of the Pastor of First Corinth Baptist church welcomed the group and lead a prayer.
- Robert Gray welcomed the group and thanked them for coming. He solicited participants for the Zoning Committee (Sept 15, 7pm).
- Council Member Felicia Moore encouraged continuing participation and announced times and dates of various District 9 meetings.
- An explanation of the handout packet was given
- Bureau of Planning staff present were: Stephanie Macari, Bill Dunkley and Flor Velarde.

## **PRESENTATION**

- Sarah Kirsh and Joel Murovitz of Robert Charles Lesser & Co. presented the Market Analysis.

## **QUESTIONS, COMMENTS & RESPONSES**

- C- Presentation was commended, however more photos of “before” shots on Hollowell should be added, particularly at Hollywood & Hollowell.
- C- June Mundy is conducting a neighborhood survey to solicit the opinions of community members as to their retail type preferences.
- Q- What types of jobs will come to the area? Industrial areas are usually down-zoned, however they provide jobs. What can we realistically expect the blue collar job market to be?
  - R- There is opportunity for industrial uses to thrive west of I-285. RCL will share those numbers. Atlanta is the #1 distribution center in the Southeast, and the number of industrial jobs (manufacturing, R&D, distribution, office parks, etc) will increase in the future. Also, the local office market provides jobs on a smaller scale.
- Q- Were existing parcels, particularly brownfields, taken into account? Is there enough usable, assemble-able land?
  - R- Assemblage is always an issue, but it is likely that there are many parcels that can be assembled. We are seeking info from the residents who have lived in the area a long time and know its history to help us identify brownfields.
- C- We should establish a conservation greenbelt along the Proctor Creek Trunk, Center Hill Tributary and Mozley Park Tributary, particularly within nearby industrial areas that might be brownfields. We need to make sure that vacant land with waterways (floodplains, tributaries) is not developed. We also need to create signage for the 3 waterways.

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- C- RCL is still refining its recommendations and is only conveying potential opportunities at this point. We will definitely take floodplains & waterways into consideration for the final recommendations.
- Q- Have projects that do not have permits been considered along with currently permitted development (BFI transfer station concern)?
  - R- If the BFI transfer station is built, it will not necessary have major negative impacts on development near the MARTA station due to topography (it is in a depression) and foliage. There is a trend of new development near other similar facilities (waste water treatment, landfill, etc.) and it does not seem to be negatively affected. It will be important to create buffers around the transfer station and control odor if it is built.
- Q- In the demographic profile handout, what does MSA mean?
  - R- The Atlanta Metropolitan Statistical Area consists of about 20 counties with economies that related back to the City of Atlanta.
- Q- How was the study area defined?
  - R- The study area consists of areas within a 2 mile radius of each proposed commercial node that influence the commercial activity of those nodes.
- Q- Are there examples of successful mixed-use nodes that would be similar to Hollywood @ Hollowell? Should this area be mixed use or just retail?
  - R- The goal is to bring this intersection back to life, as it once was a destination. Either mixed-use or retail-only would work. It is important for developers to have a “critical mass” project, so if the site itself isn’t mixed-use, it will need a good amount of residential nearby to support it.
- C- The significance of this study is that it attracts developers. Having a market analysis done already makes the properties in the area look better to developers.
- Q- Would a business at Kings Grant & Hollowell (Beauty/Barber/Auto) be affected by the BFI landfill 1 mile away?
  - R- Can’t say for sure, but there are successful businesses near industrial properties all over the country, so it probably does not have a negative impact.
- Q- Are there plans to widen D.L.Hollowell Pkwy?
  - R- Yes, there are various transportation plans along the corridor that will begin construction between 2006 & 2008. DOT is doing preliminary design. DOT will be acquiring right-of-way (ROW), but the schedule has not yet been determined. The projects will be phased over several years.
  - R- The study of the I-285/I-20 interchange may hold up the Hollowell/I-285 interchange projects. Community meetings will be held for that project.
  - R- The widening of the roadway under the bridge @ Marietta WILL include sidewalks.
- Q- Why isn’t there an exit from I-285 onto Bolton Rd (only an entrance)?
  - R- Because the District does not want one. Also, access to Bolton will be cut off through creation of a cul-de-sac as part of the I-285/Hollowell interchange reconfiguration.

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- C- “Edwin” (of Edwin Place) is the man who developed Grove Park (the female-named streets are named after his daughters). There are only 3 original stone houses left.
- Q- How will mixed-use multifamily (read transient) development affect the Single Family homes?
  - R- Multifamily will be channeled closer to the commercial areas so as not to destroy the single-family character. The goal of the redevelopment plan is to bring the area back to its “glory days.” The plan will not call for the removal of single-family homes. A goal is not to build apartment complexes into residential neighborhoods, but rather along the corridor so the traffic stays on the main roads and does not seep into the neighborhoods.
  - R- The Center Hill & Mason School sites will have multifamily senior facilities so that Seniors can remain in the neighborhood. There is a proposal for apartments at the trailer park site.
  - R- The community might want to look into historic preservation.
- Q- Will there be more subdivisions like the one that put 3 houses on 2 lots?
  - R- If a historic district is established, limits can be put on development.
- C- There is already a group that meets concerning historic preservation.
- Q- Does RCL have profiles of potential residents?
  - R- The analysis considers home prices, rent & income, but there is no real profile of potential residents.

#### ANNOUNCEMENTS

- The Housing & Economic development recap handout was highlighted.
- Participants were solicited again for the Zoning Committee.

#### ADDITIONAL COMMENTS

- C- June Mundy has the 1990 census figures for various neighborhoods.
- C- The volume of cars that the redevelopment of the MARTA site might create needs to be looked at regarding road capacity.
- C- The rejuvenated commercial districts from the 1920s & 30s were all 1-2 stories, not taller, not mixed-use. 2-3 stories acceptable at James Jackson, 1-2 at Hollywood.
- C- The Grove Park Theater needs to be revitalized. Entertainment & leisure activities need to be a vital part of the redevelopment plan.
- C- Regarding displacement: Progress brings investments, and investors are motivated by profit and the prospect of increased property values. Taxes will increase when improvements are made. Some people will be displaced. We need to make sure that seniors are not disproportionately affected. The project will make the area better.
  - R- Felicia Moore has been working on this issue already. Gentrification does affect people, and it is important to strike a balance between

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development and displacement. Seminars on protecting your property are offered. There are many disabled senior shut-ins in the area. "Rebuilding Atlanta Together" volunteer group, located on Marietta Road, is committed to helping the community.

- R- Also, the creation of a Community Development Corporation (CDCO) will help to stabilize neighborhoods and can leverage funds for community-based redevelopment. There are many commercial development opportunities in the area. Community members need to take advantage of the situation and develop for themselves because it is hard to control what goes on on other people's property.
- C- Seniors are eligible for a property tax freeze.
  - R- Seniors need to learn about and take advantage of the many financial programs available to them. Also, two major senior housing facilities are coming to the area so that seniors can leave their homes if they choose and stay in the neighborhood.
- C- Able Mable Thomas, State Rep: This area has great neighborhoods with solid housing stock. This plan presents an opportunity to revitalize the neighborhood. A social committee or task force is needed to educate seniors about financial benefits. A zoning component also needs to be part of the plan so that recommendations can be implemented. There is a great base here, much better than that of other Atlanta communities. Here is the chance to make it even better.

**CLOSING**

- The next meeting will take place on September 11, 2003 at 7pm to talk about Urban Design & Transportation.
- The meeting was adjourned at 8:45 pm.